

SOFTWARE AND METHOD FOR MARKETING ARTISTS**FIELD OF THE INVENTION**

The present invention generally relates to software and methods for marketing and promoting artists such as musical artists and, more particularly, to a database program for storing and retrieving information relating to artists on a computer and a method for using the database program for marketing and promoting artists.

BACKGROUND OF THE INVENTION

There are many printed calendars and address books for recording events and contacts. These printed books, however, are very inefficient and time consuming to use with large amounts of data, cannot be customized for a particular use, and can only be viewed by one person at a time. To resolve many of these problems, electronic calendar and contact database programs have been developed such that data for events and contacts can be stored electronically in a computer. These programs, however, are limited in the type of data that can be stored and in the search criteria parameters that can be used in a search or retrieval of the data. This is particularly true in the case of marketing an artist wherein a company such as a recording company has a large volume of data to be stored, retrieved, and analyzed. Accordingly, there is a need in the art for improved software and methods for marketing and promoting artists which has increased flexibility in storing, retrieving, and analyzing data.

SUMMARY OF THE INVENTION

The present invention provides improved software and methods for marketing artists which overcomes at least some of the above-noted problems of the related art. According to

1 the present invention, a database program includes a main navigational window having a
2 plurality of buttons including an artists button and an avenues button. Wherein the artists
3 button opens a window with data fields for information relating to particular artists and the
4 avenues button opens a window having data fields for information relating to different
5 avenues of marketing. Preferably, separate windows are provided for different types of
6 avenues of marketing including radio, retail, media and venues.

7 According to another aspect of the present invention, a computer program for
8 marketing an artist includes a main navigational window having a plurality of buttons for
9 opening additional windows. The plurality of buttons includes an avenues button. The
10 avenues button opens an avenues window which provides access to data fields for
11 information relating to different avenues of marketing including radio, retail, media, and
12 venues.

13 From the foregoing disclosure and the following more detailed description of various
14 preferred embodiments it will be apparent to those skilled in the art that the present
15 invention provides a significant advance in the technology of artist marketing software and
16 methods. Particularly significant in this regard is the potential the invention affords for
17 providing a high quality, reliable software. Additional features and advantages of various
18 preferred embodiments will be better understood in view of the detailed description
19 provided below.

20 21 22 **BRIEF DESCRIPTION OF THE DRAWINGS**

23 These and further features of the present invention will be apparent with reference to
24 the following description and drawings, wherein:

25 FIG. 1 is a view of a main navigational window for database software according to
26 the present invention;

27 FIG. 2 is a view of an "Artists" tab of an "Artists Organization" window obtained
28 through the "Artist" button of the main navigational window of FIG. 1;

29 FIG. 3 is a view of a "Members" tab of the "Artists Organization" window of FIG. 2;

1 FIG. 4 is a view of a "Products" tab of the "Artists Organization" window of FIG. 2;
2 FIG. 5 is a view of a "Biography" tab of the "Artists Organization" window of FIG.
3 2;
4 FIG. 6 is a view of a "Tour Dates" tab of the "Artists Organization" window of FIG.
5 2;
6 FIG. 7 is a view of an "Itinerary" tab of the "Artists Organization" window of FIG.
7 2;
8 FIG. 8 is a view of a "Notes" tab of the "Artists Organization" window of FIG. 2;
9 FIG. 9 is a view of an "Affiliations" tab of the "Artists Organization" window of
10 FIG. 2;
11 FIG. 10 is a view of an "Avenues" window obtained through the "Avenues" button
12 of the main navigational window of FIG. 1, wherein radio data is displayed;
13 FIG. 11 is a view of a "Promotions" tab of a "Radio Profile" window obtained
14 through the "Profile" button of the "Avenues" window of FIG. 10;
15 FIG. 12 is a view of a "Programs" tab of the "Radio Profile" window of FIG. 11;
16 FIG. 13 is a view of a "Studio Address" tab of the "Radio Profile" window of FIG.
17 11;
18 FIG. 14 is a view of an "Avenues" window similar to FIG. 10 but wherein retail data
19 is displayed;
20 FIG. 15 is a view of a "Promotions" tab of a "Retail Profile" window obtained
21 through the "Profile" button of the "Avenues" window of FIG. 14;
22 FIG. 16 is a view of an "Avenues" window similar to FIGS. 10 and 14 but wherein
23 media data for a newspaper is displayed;
24 FIG. 17 is a view of a "Promotions" tab of a "Newspapers and Magazine Profile"
25 window obtained through the "Profile" button of the "Avenues" window of FIG. 14;
26 FIG. 18 is a view of an "Avenues" window similar to FIGS. 10, 14, and 16 but
27 wherein media data for a TV station is displayed;
28 FIG. 19 is a view of a "Promotions" tab of a "TV Profile" window obtained through
29 the "Profile" button of the "Avenues" window of FIG. 18;

1 FIG. 20 is a view of a "Programs" tab of the "TV Profile" window of FIG. 19;
2 FIG. 21 is a view of a "Studio Address" tab of the "TV Profile" window of FIG. 19;
3 FIG. 22 is a view of an "Avenues" window similar to FIGS. 10, 14, 16, and 18 but
4 wherein venue data is displayed;
5 FIG. 23 is a view of a "Promotions" tab of a "Venue Profile" window obtained
6 through the "Profile" button of the "Avenues" window of FIG. 22;
7 FIG. 24 is a view of a "Contacts" tab of a "Contacts" window obtained through the
8 "Contact" button of the main navigational window of FIG. 1 or the "Contact" button of the
9 "Avenues" windows of FIGS. 10, 14, 16, 18 and 22;
10 FIG. 25 is a view of a "Follow-up" tab of the "Contacts" window of FIG. 24;
11 FIG. 26 is a view of a "Events" tab of the "Contacts" window of FIG. 24;
12 FIG. 27 is a view of an "Events" window obtained through the "Events" button of
13 the main navigational window of FIG. 1 or the "Schedule Event" button of the "Contacts"
14 windows of FIG.24;
15 FIG. 28 is a view of an "Artist Events" window obtained through the "View
16 Calendar" button of the "Events" windows of FIG.27;
17 FIG. 29 is a view of a "Employees" tab of a "Employees" window obtained through
18 the "Employees" button of the main navigational window of FIG. 1;
19 FIG. 30 is a view of a "Submissions" tab of the "Employees" window of FIG. 29;
20 FIG. 31 is a view of a "Submissions" record of the "Submissions" window of FIG.
21 30;
22 FIG. 31A is a view of a "Activities" tab of the "Employees" window of FIG. 29;
23 FIG. 32 is a view of a "Calendar Choice" window obtained through the "Calendar"
24 button of the main navigational window of FIG. 1;
25 FIG. 33 is a view of a "Calendar Of Events" window obtained through the "To Do
26 List" button of the "Calendar Choice" window of FIG. 32;
27 FIG. 34 is a view of a "Calendar Of Events" window obtained through the "Artist
28 Schedule" button of the "Calendar Choice" window of FIG. 32;

1 FIG. 35 is a view of a "Artist Events" window obtained through the "Search" button
2 of the "Calendar of Events" window of FIG. 42;

3 FIG. 36 is a view of a "Calendar Of Events" window obtained through the "Contact
4 History" button of the "Calendar Choice" window of FIG. 32;

5 FIG. 37 is a view of a "Search And Apply" window obtained through the "Search"
6 button of the main navigational window of FIG. 1;

7 FIG. 38 is a view of a "Update Your Calendar History" window obtained through the
8 "Update" button of the "Search And Apply" window of FIG. 37;

9 FIG. 39 is a view of a "Merges" window obtained through the "Merge" button of the
10 "Update Your Calendar History" window of FIG. 38;

11 FIG. 40 is a view of a "Distributors" window obtained through the "Distributors"
12 button of the "Artist Organization" window of FIG. 4;

13 FIG. 41 is a view of an "Archives" window obtained through the "Archives" button
14 of the main navigational window of FIG. 1;

15 FIG. 42 is a view of an "Archives" window obtained through the "Retrieve" button
16 of the "Archives" window of FIG. 40;

17 FIG. 43 is a view of a "Reports" window obtained through the "Reports" button of
18 the main navigational window of FIG. 1; and

19 FIG. 44 is a view of a "Web Sites" window obtained through the "Web Sites" button
20 of the main navigational window of FIG. 1.

21 It should be understood that the appended drawings are not necessarily to scale,
22 presenting a somewhat simplified representation of various preferred features illustrative of
23 the basic principles of the invention. The specific design features of the software and
24 method as disclosed herein, including, for example, specific dimensions, orientations, and
25 shapes of the windows will be determined in part by the particular intended application and
26 use environment. Certain features of the illustrated embodiments have been enlarged or
27 distorted relative to others to facilitate visualization and clear understanding. In particular,
28 thin features may be thickened, for example, for clarity or illustration. All references to
29 direction and position, unless otherwise indicated, refer to the orientation of software

1 illustrated in the drawings. In general, up or upward refers to an upward direction in of the
2 plane of the paper in FIG. 1 and down or downward refers to a downward direction in the
3 plane of the paper in FIG. 1.

6 **DETAILED DESCRIPTION OF CERTAIN PREFERRED EMBODIMENTS**

7 It will be apparent to those skilled in the art, that is, to those who have knowledge or
8 experience in this area of technology, that many uses and design variations are possible for
9 the improved software and method disclosed herein. The following detailed discussion of
10 various alternative and preferred embodiments will illustrate the general principles of the
11 invention with particular reference to a preferred embodiment for marketing and promoting
12 musical artists such as, for example, vocalists, musicians, bands and the like. Other
13 embodiments suitable for other applications, for example marketing and promoting artists in
14 other fields such as authors, dancers, theatrical actors, film and television actors,
15 photographers, and painters, sculptors and the like, will be apparent to those skilled in the
16 art given the benefit of this disclosure.

17 Referring now to the drawings, FIG. 1 shows a main switchboard or navigational
18 window 12 of a database program 10 for marketing or promoting artists according to a
19 preferred embodiment of the present invention. The Database program 10 is adapted to
20 store and retrieve information on a computer or network of computers. The window 12 and
21 subsequent windows are shown as viewed on a display of a computer. The term "Window"
22 in this specification and the claims includes the windows created in a windowing computer
23 operating system such as, for example WINDOWS 98 of the Microsoft Corporation or
24 MACINTOSH O.S. 7.0 of Apple Computer, Inc. and also includes other types of screens
25 and displays available in other operating environments.

26 The illustrated main navigational window 12 includes a main portion having two
27 columns of five buttons 14-32, each button is adapted for opening a desired window to
28 perform a desired function. The buttons 14-22 in the first or left column, in descending
29 order, include an "Artists" button 14 for opening an "Artist Organization" window 34 (FIG.

2) to utilize information relating to particular artists, an "Avenues" button 16 for opening and "Avenues" window 36 (FIG. 10) to utilize information relating to various avenues of marketing, a "Contacts" button 18 for opening a "Contacts" window 38 (FIG. 24) to utilize information relating to contact persons at various companies and organizations, an "Events" button 20 for opening an "Events" window 40 (FIG. 27) to utilize information relating to promotional or marketing events, and an "Employees" button 22 for opening an "Employees" window 42 (FIG. 29) to utilize information relating to various employees of the company utilizing the database program 10. The buttons 24-32 in the second or right column, in descending order, include an "Calendar" button 24 for opening a "Calendar Choice" window 44 (FIG. 32) to utilize information relating to particular employees, artists and/or contacts, a "Search" button 26 for opening a "Search And Apply" window 46 (FIG. 37) to search for and/or update information, an "Archives" 28 button for opening an "Archives" window 48 (FIG. 41) to store information in an archive and/or retrieve information from the archive, a "Reports" button 30 for opening a "Reports" window 50 (FIG. 43) to display and/or print reports of information in various formats, and a "Web Sites" button 32 for opening a "Web Sites" window 52 (FIG. 44) to display web site information stored in the database program 10. The main navigational window 12 also includes an "Exit" button 54 for closing the main navigational window 12 and exiting the database program 10. The "Exit" button 54 is preferably located to the right of the main portion near the right edge of the main navigational window 12 and vertically near the middle of the main navigational window 12. It is noted that the main navigation window 12 can alternatively have a fewer or greater number of buttons 14-32, 54 and can alternatively have different buttons 14-32, 54 within the scope of the present invention. It is also noted that the buttons 14-32, 54 can alternatively be arranged in other orders or other configurations within the scope of the present invention. The term "button" as used in this specification and the claims means a point or area on the screen in which a mouse is clicked, a menu, tabs, or any other suitable means for opening or moving to a different active window or screen or layer of a window or screen.

1 in the "Select Artist" field 78 which preferably includes a pull down menu containing all
2 stored artists. The name 79 of the artist associated with the currently displayed member or
3 person is preferably displayed in the upper left corner of the layer 58. Additionally, the title
4 94 of the currently displayed member or person is displayed below the name of the artist.
5 The number of the record and the total number of records are indicated in the lower left
6 corner of the layer as well as buttons for navigating through the records. A button grouping
7 80 as described hereinabove with regard to the "Artists" layer 56 of FIG. 2 is also provided.

8 As shown in FIG. 4, the "Products" tab or layer 60 includes data fields or distinct
9 data boxes 72 for entering and displaying specific information regarding products associated
10 with a particular artist such as, for example, compact discs, cassette tapes, digital versatile
11 discs and the like. The data fields 72 preferably include fields for recording, ship and
12 release dates for the product. The illustrated layer further includes a data field 96 for
13 indicating whether the product is in production, actively marketed, and/or discontinued.
14 Information or data can be input for entering a new product into the data base program or
15 displayed for showing a stored product. Information relating to a stored artist can be
16 retrieved by indicated the stored artist in the "Select Artist" field 78 which preferably
17 includes a pull down menu containing all stored artists. The name 79 of the artist associated
18 with the currently displayed product is preferably displayed in the upper left corner of the
19 layer. Additionally, the name 98 of the currently displayed product is displayed below the
20 name 79 of the artist. The number of the record and the total number of records are
21 indicated in the lower left corner of the layer as well as buttons for navigating through the
22 records. A button grouping 80 as described hereinabove with regard to the "Artists" layer
23 56 of FIG. 2 is also provided. However, in place of the call button 90 is a "Track" button
24 100 which opens a window (not specifically shown) containing a listing of each of the tracks
25 of the product along with information about each track such as, for example, title and
26 running time. A "Distributors" button located below the "Track" button and opens a
27 "Distributors" window (FIG. 40) which lists the distributors for the product.

28 As shown in FIG. 5, the "Biography" tab or layer 62 includes a data field or distinct
29 data box 72 for entering and displaying specific information regarding a biography

1 associated with a particular artist. The information can be input for entering a new
2 biography into the data base program 10 or displayed for showing a stored biography.
3 Information relating to a stored artist can be retrieved by indicated the stored artist in the
4 "Select Artist" field 78 which preferably includes a pull down menu containing all stored
5 artists. The name 79 of the artist associated with the currently displayed biography is
6 preferably displayed in the upper left corner of the layer. Additionally, the title "biography"
7 102 displayed below the name 79 of the artist. Furthermore, the current date 104 is
8 preferably displayed near the upper right corner of the layer 62. The number of the record
9 and the total number of records are indicated in the lower left corner of the layer as well as
10 buttons for navigating through the records. A button grouping 80 as described hereinabove
11 with regard to the "Artists" layer 56 of FIG. 2 is also provided. However, the call button 92
12 is eliminated.

13 As shown in FIG. 6, the "Tour Dates" tab or layer 64 includes a data field or distinct
14 data box 72 for displaying specific information regarding tours for the particular artist. The
15 information preferably includes a start date for each tour stop, an end date for each tour stop,
16 a venue for each tour stop, and the location of each venue. The venue information
17 preferably includes hyperlinks adapted to cooperate with suitable intranet and/or internet
18 software. Information or data can be displayed for showing stored tour dates. Information
19 relating to a stored artist can be retrieved by indicated the stored artist in the "Select Artist"
20 field 78 which preferably includes a pull down menu containing all stored artists. The name
21 79 of the artist associated with the currently displayed tour dates is preferably displayed in
22 the upper left corner of the layer. The number of the record and the total number of records
23 are indicated in the lower left corner of the layer as well as buttons for navigating through
24 the records.

25 As shown in FIG. 7, the "Itinerary" tab or layer 66 includes a data field or distinct
26 data box 72 for entering and displaying specific information regarding an itinerary for a
27 particular artist. The information preferably includes a date for each event, a time for each
28 event, the type of event such as, for example, concert, radio appearance, television
29 appearance, or a retail store signing appearance, and the name, title and company for a

1 window 114. The number of the record and the total number of records are indicated in the
2 lower left corner of the window as well as buttons for navigating through the records.

3 The window 114 also includes the button grouping 80 such as that described
4 hereinabove with regard to the "Artists Organization" 34 window of FIG. 2. Also included,
5 however are a "Contacts" button 126 and a "profile button" 128 located below the first
6 column of buttons and to the left of the call button 92. The "Contacts" button 126 is utilized
7 to open the "contacts" window 38 to display information for contact persons for the radio
8 station as described in more detail hereinbelow. The "Profile" button 128 is utilized to open
9 a "Radio Profile" window 130.

10 As best shown in FIG. 11, the "Radio Profiles" window 130 includes three tabs 132,
11 134, 136 including a "Promotions" tab 132 for displaying a layer of the window 130 (FIG.
12 11) to utilize information relating to promotions of a particular radio station, a "Programs"
13 tab 134 for displaying a layer of the window 130 (FIG. 12) to utilize information relating to
14 programs associated with a particular radio station, and a "Studio Address" tab 136 for
15 displaying a layer of the window 130 (FIG. 13) to utilize information relating to a studio
16 address of a particular radio station. It is noted that the "Radio Profile" window 130 can
17 alternatively have a fewer or greater number of tabs 132, 134, 136 and/or can alternatively
18 have different tabs 132, 134, 136 within the scope of the present invention. It is also noted
19 that the tabs 132, 134, 136 can alternatively be arranged in other orders or other
20 configurations within the scope of the present invention and can alternatively be buttons,
21 menus or other suitable means for displaying the desired information. The number of the
22 record and the total number of records are indicated in the lower left corner of the layer as
23 well as buttons for navigating through the records.

24 As shown in FIG. 11, the "Promotions" tab or layer 130 includes data fields or
25 distinct data boxes 72 for entering and displaying specific information regarding promotions
26 associated with a particular radio station such as, for example, types of events, types of
27 interviews, and types of products reviewed. The layer 130 also includes additional data
28 fields 138 for entering and displaying the target audience of the radio station and the lead
29 time required for arranging a promotion. The target audience data field preferably includes

1 a pull down menu containing possible choices. The illustrated layer 130 further includes a
2 data field 140 for miscellaneous notes regarding promotions at the particular radio station.
3 The name or company 124 of the radio station associated with the currently displayed
4 promotion information is preferably displayed in the upper left corner of the layer 132. The
5 button grouping 80 as described hereinabove with regard to the "Artists" layer 56 of FIG. 2 is
6 also provided. However, the call button 92 is eliminated.

7 As shown in FIG. 12, the "Programs" tab or layer 134 includes data fields or distinct
8 data boxes 72 for entering and displaying specific information regarding programs
9 associated with a particular radio station such as, for example, the title of the program, the
10 profile of the program, and the air day of the program. These data fields preferably include
11 pull down menus containing possible choices. The layer 134 also includes additional data
12 fields for entering and displaying the on air and off air times for the program. The illustrated
13 layer 134 further includes a data field 144 for miscellaneous notes regarding the program.
14 The name or company 124 of the radio station associated with the currently displayed
15 promotion information is preferably displayed in the upper left corner of the layer 134.
16 Additionally, the name or title 146 of the program is preferably displayed below the name
17 124 of the radio station. The number of the record and the total number of records are
18 indicated in the lower left corner of the layer as well as buttons for navigating through the
19 records. The button grouping 80 as described hereinabove with regard to the "Artists" layer
20 34 of FIG. 2 is also provided. However, the call button 92 is eliminated.

21 As shown in FIG. 13, the "Studio Address" tab or layer 136 includes data fields or
22 distinct data boxes 72 for entering and displaying specific information regarding the radio
23 studio where programs take place. Some of these data fields 72 can include pull down
24 menus containing possible choices. The illustrated layer 136 also includes a data field 148
25 for driving directions to the radio studio. The name or company 124 of the radio station
26 associated with the currently displayed studio address information is preferably displayed in
27 the upper left corner of the layer 136. The button grouping 80 as described hereinabove
28 with regard to the "Artists" layer 34 of FIG. 2 is also provided.

1 As shown in FIG. 14, the retail window 116 includes data fields or distinct data
2 boxes 72 for entering and displaying specific information regarding a particular retail outlet.
3 Some data fields such as "E-Mail" and "Web Site" data fields preferably display hyperlinks
4 adapted to cooperate with suitable intranet and/or internet software. The window 116 also
5 includes additional data fields 74 for entering and displaying the region (preferably, one of
6 about nine geographic regions of the United States), the area of dominant influence (ADI)
7 (preferably, one of about 210 major cities in the United States), category (in this case
8 retail), and the format of the retail outlet (preferably, one of about twelve types of music but
9 is typically left blank for retail outlets). These additional data fields 74 preferably include
10 pull down menus containing all possible choices. Information or data can be input for
11 entering a new retail outlet into the data base program 10 or displayed for showing a stored
12 retail outlet. The name or company 150 of the currently displayed retail outlet is preferably
13 displayed in the upper left corner of the window 116. The number of the record and the
14 total number of records are indicated in the lower left corner of the window as well as
15 buttons for navigating through the records.

16 The window 116 also includes the button grouping 80 such as that described
17 hereinabove with regard to the "Artists Organization" window 34 of FIG. 2. Also included,
18 however are a "Contacts" button 126 and a "profile button" 128 as discussed hereinabove
19 and located below the first column of buttons and to the left of the call button 92. The
20 "Contacts" button 126 is utilized to open the "contacts" window 38 to display information
21 for contact persons for the radio station as described in more detail hereinbelow. The
22 "Profile" button 128 is utilized to open a "Retail Profile" window 152.

23 As best shown in FIG. 15, the "Retail Profiles" window 152 includes a single
24 "Promotions" tab 154 for displaying a layer of the window 152 (FIG. 15) to utilize
25 information relating to promotions of a particular retail outlet. It is noted that the "Retail
26 Profile" window 152 can alternatively have a greater number of tabs 154 and/or can
27 alternatively have a different tab 154 within the scope of the present invention. It is also
28 noted that the tab 154 can alternatively be arranged in other configurations within the scope

1 of the present invention and can alternatively be a button, menu, or other suitable means for
2 displaying the desired information.

3 As shown in FIG. 15, the "Promotions" tab or layer 154 includes data fields or
4 distinct data boxes 72 for entering and displaying specific information regarding promotions
5 associated with a particular retail outlet such as, for example, types of events and the lead
6 time required for arranging events. The illustrated layer 154 further includes a data field 156
7 for miscellaneous notes regarding promotions at the particular retail outlet. The name or
8 company 150 of the retail outlet associated with the currently displayed promotion
9 information is preferably displayed in the upper left corner of the layer. The button
10 grouping 80 as described hereinabove with regard to the "Artists" layer 34 of FIG. 2 is also
11 provided. However, the call button 92 is eliminated.

12 As shown in FIG. 16, the media/weekly newspaper window 118 includes data fields
13 or distinct data boxes 72 for entering and displaying specific information regarding a
14 particular weekly newspaper. Some data fields 72 such as "E-Mail" and "Web Site" data
15 fields preferably display hyperlinks adapted to cooperate with suitable intranet and/or
16 internet software. The window 118 also includes additional data fields 74 for entering and
17 displaying the region (preferably, one of about nine geographic regions of the United
18 States), the area of dominant influence (ADI) (preferably, one of about 210 major cities in
19 the United States), category (in this case media), and the format of the media (in this case
20 weekly newspapers). These additional data fields 74 preferably include pull down menus
21 containing all possible choices. Information or data can be input for entering new weekly
22 newspapers or other media into the database program 10 or displayed for showing a stored
23 weekly newspaper or other media. The name or company 158 of the currently displayed
24 weekly newspaper or other media is preferably displayed in the upper left corner of the
25 window 118. The number of the record and the total number of records are indicated in the
26 lower left corner of the window as well as buttons for navigating through the records.

27 The window 118 also includes the button grouping 80 such as that described
28 hereinabove with regard to the "Artists Organization" 34 window of FIG. 2. Also included,
29 however are a "Contacts" button 126 and a "profile button" 128 as described hereinabove

1 and located below the first column of buttons and to the left of the call button 90. The
2 "Contacts" button 126 is utilized to open the "Contacts" window 38 to display information
3 for contact persons for the weekly newspaper or other media as described in more detail
4 hereinbelow. The "Profile" button 128 is utilized to open a "Newspaper and Magazines
5 Profile" window 160.

6 As best shown in FIG. 17, the "Newspapers and Magazines Profiles" window 160
7 includes a single "Promotions" tab 162 for displaying the single layer of the window 160
8 (FIG. 17) to utilize information relating to promotions of a particular newspaper or
9 magazine. It is noted that the "Newspapers and Magazines Profile" window 160 can
10 alternatively have a greater number of tabs 162 and/or can alternatively have a different tab
11 162 within the scope of the present invention. It is also noted that the tab 162 can
12 alternatively be arranged in other configurations within the scope of the present invention
13 and can alternatively be a button, menu, or other suitable means for displaying the desired
14 information.

15 As shown in FIG. 17, the "Promotions" tab or layer 162 includes data fields or
16 distinct data boxes 72 for entering and displaying specific information regarding promotions
17 associated with a particular newspaper or magazine such as, for example, types of
18 interviews and the types of reviews. The layer 162 also includes additional data fields 164
19 for entering and displaying the circulation range of the newspaper or magazine and the lead
20 time required for arranging a promotion. The circulation range data field preferably
21 includes a pull down menu containing possible choices. The illustrated layer 162 further
22 includes a data field 156 for miscellaneous notes regarding promotions at the particular
23 retail outlet. The name or company 158 of the newspaper or magazine associated with the
24 currently displayed promotion information is preferably displayed in the upper left corner of
25 the layer. The button grouping as described hereinabove with regard to the "Artists" layer
26 34 of FIG. 2 is also provided. However, the call button 92 is eliminated.

27 As shown in FIG. 18, the media/TV window 120 includes data fields or distinct data
28 boxes 72 for entering and displaying specific information regarding a particular television
29 station. Some data fields 72 such as "E-Mail" and "Web Site" data fields preferably display

hyperlinks adapted to cooperate with suitable intranet and/or internet software. The window 120 also includes additional data fields 74 for entering and displaying the region (preferably, one of about nine geographic regions of the United States), the area of dominant influence (ADI) (preferably, one of about 210 major cities in the United States), category (in this case media), and the format of the media (in this case TV). These additional data fields 74 preferably include pull down menus containing all possible choices. Information or data can be input for entering new television stations or other media into the data base program 10 or displayed for showing stored television station or other media. The name or company 166 of the currently displayed television station or other media is preferably displayed in the upper left corner of the window 120. The number of the record and the total number of records are indicated in the lower left corner of the window as well as buttons for navigating through the records.

The window 120 also includes the button grouping 80 such as that described hereinabove with regard to the "Artists Organization" window 34 of FIG. 2. Also included, however, are a "Contacts" button 126 and a "Profile button" as discussed hereinabove and located below the first column of buttons and to the left of the call button 92. The "Contacts" button 126 is utilized to open the "Contacts" window 38 to display information for contact persons for the television station or other media as described in more detail hereinbelow. The "Profile" button 128 is utilized to open a "TV Profile" window 168.

As best shown in FIG. 19, the "TV Profiles" window 168 includes three tabs 170, 172, 174 including a "Promotions" tab 170 for displaying a layer of the window 168 (FIG. 19) to utilize information relating to promotions of a particular television station, a "Programs" tab 172 for displaying a layer of the window 168 (FIG. 20) to utilize information relating to programs associated with a particular television station, and a "Studio Address" tab 174 for displaying a layer of the window 168 (FIG. 21) to utilize information relating to a studio address of a particular television station. It is noted that the "TV Profile" window 168 can alternatively have a fewer or greater number of tabs 170, 172, 174 and/or can alternatively have different tabs 170, 172, 174 within the scope of the present invention. It is also noted that the tabs 170, 172, 174 can alternatively be arranged in other

1 orders or other configurations within the scope of the present invention and can alternatively
2 be buttons, menus, or other suitable means for displaying the desired information. The
3 number of the record and the total number of records are indicated in the lower left corner of
4 the layer as well as buttons for navigating through the records.

5 As shown in FIG. 19, the "Promotions" tab or layer 170 includes data fields or
6 distinct data boxes 72 for entering and displaying specific information regarding promotions
7 associated with a particular television station such as, for example, types of events, types of
8 interviews, and types of products reviewed. The layer 170 also includes additional data
9 fields 176 for entering and displaying the target audience of the television station and the
10 lead time required for arranging a promotion. The target audience data field 176 preferably
11 includes a pull down menu containing possible choices. The illustrated layer 170 further
12 includes a data field 178 for miscellaneous notes regarding promotions at the particular
13 television station. The name or company 180 of the television station associated with the
14 currently The button field 80 as described hereinabove with regard to the "Artists" layer 34
15 of FIG. 2 is also provided. However, the call button 92 is eliminated.

16 As shown in FIG. 20, the "Programs" tab or layer 172 includes data fields or distinct
17 data boxes 72 for entering and displaying specific information regarding programs
18 associated with a particular television station such as, for example, the title of the program,
19 the profile of the program, and the air day of the program. These data fields 72 preferably
20 include pull down menus containing possible choices. The layer also includes additional
21 data fields 142 for entering and displaying the on air and off air times for the program. The
22 illustrated layer 172 further includes a data field 144 for miscellaneous notes regarding the
23 program. The name or company 180 of the television station associated with the currently
24 displayed program information is preferably displayed in the upper left corner of the layer.
25 Additionally, the name or title 182 of the program is preferably displayed below the name
26 180 of the television station. The number of the record and the total number of records are
27 indicated in the lower left corner of the layer as well as buttons for navigating through the
28 records. The button field 80 as described hereinabove with regard to the "Artists" layer 34
29 of FIG. 2 is also provided. However, the call button 92 is eliminated.

As shown in FIG. 21, the “Studio Address” tab or layer 174 includes data fields or distinct data boxes 72 for entering and displaying specific information regarding the television studio where programs take place. Some of these data fields 72 can include pull down menus containing possible choices. The illustrated layer 174 also includes a data field 148 for driving directions to the television studio. The name or company 180 of the television station associated with the currently displayed studio address information is preferably displayed in the upper left corner of the layer. The button grouping 80 as described hereinabove with regard to the “Artists” layer 34 of FIG. 2 is also provided.

As shown in FIG. 22, the venues window 122 includes data fields or distinct data boxes 72 for entering and displaying specific information regarding a particular venue. Some data fields 72 such as “E-Mail” and “Web Site” data fields preferably display hyperlinks adapted to cooperate with suitable intranet and/or internet software. The window 122 also includes additional data fields 74 for entering and displaying the region (preferably, one of about nine geographic regions of the United States), the area of dominant influence (ADI) (preferably, one of about 210 major cities in the United States), category (in this case venue), and the format of the venue (preferably, one of about twelve types of music but is typically variety or left blank for venues). These additional data fields 74 preferably include pull down menus containing all possible choices. Information or data can be input for entering a new venue into the data base program 10 or displayed for showing a stored venue. The name or company 184 of the currently displayed venue is preferably displayed in the upper left corner of the window. The number of the record and the total number of records are indicated in the lower left corner of the window as well as buttons for navigating through the records.

The window 122 also includes the button grouping 80 such as that described hereinabove with regard to the “Artists Organization” window 34 of FIG. 2. Also included, however, are a “Contacts” button 126 and a “profile button” 128 as discussed hereinabove and located below the first column of buttons and to the left of the call button 92. The “Contacts” button 126 is utilized to open the “Contacts” window 38 to display information

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1 for contact persons for the venue as described in more detail hereinbelow. The "Profile"
2 button 128 is utilized to open a "Venue Profile" window 186.

3 As best shown in FIG. 23, the "Venue Profile" window 186 includes a single
4 "Promotions" tab 188 for displaying a layer of the window 186 (FIG. 23) to utilize
5 information relating to promotions of a particular venue. It is noted that the "Venue Profile"
6 window 186 can alternatively have a greater number of tabs 188 and/or can alternatively
7 have a different tab 188 within the scope of the present invention. It is also noted that the
8 tab 188 can alternatively be arranged in other configurations within the scope of the present
9 invention and can alternatively be a button, menu, or other suitable means for displaying the
10 desired information.

11 As shown in FIG. 23, the "Promotions" tab or layer 188 includes data fields or
12 distinct data boxes for entering and displaying specific information regarding promotions
13 associated with a particular venue such as, for example, acoustic information and sound
14 system and lighting information. The illustrated layer 188 also includes data fields 72 for
15 entering and displaying the capacity of the venue and the lead time for arranging a concert at
16 the venue. The capacity data field 72 is preferably provided with a pull down menu of
17 possible choices. The illustrated layer 188 further includes a data field 154 for
18 miscellaneous notes regarding promotions at the particular venue. The name or company
19 of the venue associated with the currently displayed promotion information is
20 preferably displayed in the upper left corner of the layer. The button field 80 as described
21 hereinabove with regard to the "Artists" layer 34 of FIG. 2 is also provided. However, the
22 call button 92 is eliminated.

23 As best shown in FIG. 24, the "Contacts" window 38 includes the four buttons 106,
24 108, 110, 112 as described hereinabove with regard to the "Avenues" window 36 of FIG.
25 10. The window 38 also includes three tabs or layers 190, 192, 194, a "Contacts" tab 190
26 (FIG. 24) for recording and displaying information relating to a particular contact, a
27 "Follow-Up" tab 192 (FIG. 25) for displaying information relating to needed follow-up
28 actions with the particular contact, and an "Events" tab 194 (FIG. 26) for displaying
29 particular events relating to the particular contact. The number of the record and the total

1 number of records are indicated in the lower left corner of the window as well as buttons for
2 navigating through the records.

3 The "Contacts" tab 190 includes data fields or distinct data boxes 72 for entering and
4 displaying specific information regarding particular contacts at the companies identified in
5 the avenues records. Some data fields 72 such as "E-Mail" and "Web Site" data fields
6 preferably display hyperlinks adapted to cooperate with suitable intranet and/or internet
7 software. The layer 190 also includes additional data fields 74 for entering and displaying
8 the region (preferably, one of about nine geographic regions of the United States), the area
9 of dominant influence (ADI) (preferably, one of about 210 major cities in the United States),
10 category (such as radio, retail, media, or venue), and the format (one of about twelve types
11 of music). These additional data fields 74 preferably include pull down menus containing
12 all possible choices. Information or data can be input for entering a contact into the data
13 base program or displayed for showing a stored contact. The name and title 196 of the
14 currently displayed contact is preferably displayed in the upper left corner of the layer 190.
15 The layer 190 also includes the button grouping 80 such as that described hereinabove with
16 regard to the "Artists Organization" window 34 of FIG. 2. Also included, however are a
17 "Schedule Event" button 198 located below the first and second columns of buttons and
18 above of the call button 92. The "Schedule events" button 198 is utilized to open the
19 "Events" window 40 as described in more detail hereinafter.

20 As shown in FIG. 25, the "Follow-Up" tab or layer 192 includes data fields or
21 distinct data boxes 72 for entering and displaying specific information regarding needed
22 follow-up actions with the particular contact such as, for example, whether to archive, types
23 of action, purpose of action, information regarding action, the artist involved, and the name
24 of the employee which is to take the action. The layer 192 also includes additional data
25 fields 200 for entering and displaying the date, time and result, and the follow up date and
26 time. The illustrated layer 192 further includes a data field 202 for miscellaneous comments
27 regarding the follow-up action. The name and title 196 of the particular contact is preferably
28 displayed in the upper left corner of the layer.

1 hyperlink to the "Contacts" window 38 associated with that particular contact. The name 79
2 of the artist associated with of the currently displayed list of events is preferably displayed
3 in the upper left corner of the window.

4 As best shown in FIG. 29, the "Employees" window 42 includes three tabs 208, 210,
5 212 including an "Employees" tab 208 for displaying a layer of the window 42 (FIG. 29) to
6 utilize information relating to a particular employee of the company utilizing the database
7 program 10, a "Submissions" tab 210 for displaying a layer of the window 42 (FIG. 30) to
8 utilize information relating to submissions associated with a particular employee, and an
9 "Activities" tab 212 (FIG. 31A) for displaying a layer of the window 42 (not shown) to
10 display information relating to activities of a particular employee. It is noted that the
11 "Employees" window 42 can alternatively have a fewer or greater number of tabs 208, 210,
12 212 and/or can alternatively have different tabs 208, 210, 212 within the scope of the present
13 invention. It is also noted that the tabs 208, 210, 212 can alternatively be arranged in other
14 orders or other configurations within the scope of the present invention and can alternatively
15 be buttons, menus, or other suitable means for displaying the desired information.

16 As shown in FIG. 30, the "Employees" tab or layer 208 includes data fields or
17 distinct data boxes 72 for entering and displaying specific contact information regarding a
18 particular employee. Some data fields 72 such as "E-Mail" and "Web Site" data fields
19 preferably display hyperlinks adapted to cooperate with suitable intranet and/or internet
20 software. The layer 208 also includes additional data fields 214 for entering and displaying
21 the type of company and the department of the employee. These additional data fields 214
22 preferably include pull down menus containing all possible choices. The illustrated layer
23 208 further includes a data field 216 for indicating the social security number of the
24 employee. Information or data can be input for entering a new employee into the data base
25 program or displayed for showing a stored employee. Information relating to a stored
26 employee can be retrieved by indicating the stored employee in the "Select Employee" field
27 218 which preferably includes a pull down menu containing all stored employees. The
28 name 220 of the company of the currently displayed employee is preferably displayed in the
29 upper left corner of the layer 208. The number of the record and the total number of records

1 which returns the display to the "Submissions" tab 210 of FIG. 30. The number of the
2 record and the total number of records are indicated in the lower left corner of the layer as
3 well as buttons for navigating through the records.

4 As best shown in FIG. 32, the "Calendar Choice" window 44 includes a main
5 portion having a column of three buttons 236, 238, 240, each button for opening a desired
6 window to obtain a desired calendar. The buttons 236, 238, 240, in descending order,
7 include an "To Do List" button 236 for opening an "Calendar of Events" window 242 (FIG.
8 33) to utilize information relating to particular employees, an "Artist Schedule" button 238
9 for opening an "Calendar of Events" window 244 (FIG. 34) to utilize information relating to
10 various artists, and a "Contact History" button 240 for opening a "Calendar of Events"
11 window 246 (FIG. 36) to utilize information relating to contacts. It is noted that the
12 "Calendar Choice" window 44 can alternatively have a fewer or greater number of buttons
13 236, 238, 240 and can alternatively have different buttons 236, 238, 240 within the scope of
14 the present invention. It is also noted that the buttons 236, 238, 240 can alternatively be
15 arranged in other orders or other configurations within the scope of the present invention.

16 As best shown in FIG. 33, the "To Do List" button 236 opens a "Calendar of Events"
17 window 242 which includes data fields or distinct data boxes 72 for entering information
18 regarding a particular employee such as, for example, the name of the employee and start
19 and end dates for the calendar of events. Preferably, the name of the employee is selected
20 by a pull down menu containing all stored employees. The "Calendar of Events" window
21 242 also includes a grouping of buttons 248, 250, 90 located to the right of the data fields
22 72. The illustrated button grouping includes a "Search" button 248, a "Clear" button 250,
23 and a close button 90 illustrating a closing door as described hereinabove. The "Search"
24 button 248 locates records within the indicated parameters and displays all the stored actions
25 for the a particular employee. The "Clear" button 250 removes the displayed data in the
26 display. The close button 90 closes the "Calendar of Events" window 242. The "search"
27 button 248 initiates the creation of a listing events associated with a particular employee
28 similar to the listing FIG. 35 but listing all events for a particular employee instead of all
29 events for a particular artist. The event and contact information preferably includes

1 illustrated window 46, some of these data fields 72, 74 include pull down menus containing
2 all possible choices. The illustrated window 46 also includes the button grouping as
3 described hereinabove with regard to the "Calendar of Events" window 242 of FIG. 33,
4 however the grouping additionally includes an "Update" button 254 and a "Print" button
5 256. The "Update" button 254 opens an "Update Your Contact History" window 258.
6 Similar windows are displayed when the "Retail", "Media" and "Venues" buttons 108, 110,
7 112 are selected except that the data fields 72, 74 are adjusted as desired.

8 As best shown in FIG. 38, the "Update Your Contact History" window 258 includes
9 data fields or distinct data boxes 72 for information to be included or added into the stored
10 contact history, such as for example, the name of the artist, the name of the product, the
11 name of the event, the purpose of the contact, the type of action, the information conveyed
12 by the contact, and the employee responsible. The illustrated window 258 includes pull
13 down menus containing all stored choices. Also included is a button grouping located to the
14 right of the data fields 72. The button grouping includes an "Update" button 254, a "Merge"
15 button 260, a "Clear" button 250, and close button 90. The "Merge" button 260 opens a
16 "Merges" window 262 (FIG. 39) from which a desired type of merge for the data is selected.
17 The "Merges" window 262 includes a "Send" button.

18 As best shown in FIG. 41, the "Archives" window 48 includes a main portion 268
19 adapted for selecting an archive type such as, for example, artists, contacts, or submissions.
20 The "Archives" window 48 also has a column of three buttons 270, 272, 274, each button
21 for performing a desired function. The buttons 270, 272, 274, in descending order, include
22 an "Store" button 270 for storing desired information in archives (that is, out of the active
23 database records), a "Retrieve" button 272 for retrieving desired information from the
24 archives, and a "Delete" button 274 for deleting desired information from the archives. The
25 window 48 also includes a close button 90 for closing the "Archives" window 48. It is
26 noted that the "Archives" window 48 can alternatively have a fewer or greater number of
27 buttons 270, 272, 274 and can alternatively have different buttons 270, 272, 274 within the
28 scope of the present invention. It is also noted that the buttons 270, 272, 274 can

alternatively be arranged in other orders or other configurations within the scope of the present invention.

FIG. 42 illustrates the archive window 276 opened when an artist type archive is selected. The window 276 includes data fields or distinct data boxes 72, 78 for data describing the data located such as, for example, the artist name and the beginning and ending dates for the information. The artist name data field 78 preferably has a pull down menu of the stored artists. The window 276 also includes a button grouping as described hereinabove with reference to FIG. 33. Similar archive windows are opened when a contact or submission type archive is selected but the contact or submission name is required instead of the artist name.

As best shown in FIG. 43, the "Reports" window 50 includes a main portion 278 adapted for selecting a report type such as, for example, labels, letters, lists, charts/graphs, or summaries. The "Reports" window 50 also has a grouping of three buttons 280, 282, 90, each button for performing a desired task. The buttons include a "Preview" button 280 for previewing the desired report on the display, a "Print" button 282 for printing the desired report, and a close button 90 for closing the "Reports" window 50.

As best shown in FIG. 44, the "Web Sites" window 52 includes data fields or distinct data boxes 72 for information relating to stored web sites, such as, for example, a company name, a web page address associated with the company, an a purpose or note. The web page data field 72 preferably displays a hyperlink adapted to cooperate with suitable intranet and/or internet software. The "Web site" window 52 also has a button grouping as described hereinabove with regard to the "Artist Organization" window 34 of FIG. 2. However, the call button 92 is eliminated.

It is apparent from the above description that the database software according to the present invention provides a tool for storing a large amount of data relating to marketing an artist, searching for and displaying desired stored data in a plurality of different manners with a plurality of different search criteria or parameters, analyzing past actions taken with regard to marketing artists, and planning future actions to be taken to market artists. Additionally, it is apparent that sales figures can be easily matched against marketing efforts

1 and profiles can be obtained for each avenue of marketing so that future actions can be
2 successfully planned. Furthermore, it is apparent that closed fields are utilized where data
3 can be input and open fields are utilized where data is for viewing only so that the user can
4 immediately understand the type of data field. Moreover, it is apparent that a company wide
5 "To Do List" and a company wide "Contact History" are obtained.

6 From the foregoing disclosure and detailed description of certain preferred
7 embodiments, it will be apparent that various modifications, additions and other alternative
8 embodiments are possible without departing from the true scope and spirit of the present
9 invention. For example, it will be apparent to those skilled in the art, given the benefit of
10 the present disclosure, that the various windows, tabs, and buttons can have many different
11 shapes and locations and associated information. The embodiments discussed were chosen
12 and described to provide the best illustration of the principles of the present invention and its
13 practical application to thereby enable one of ordinary skill in the art to utilize the invention
14 in various embodiments and with various modifications as are suited to the particular use
15 contemplated. All such modifications and variations are within the scope of the present
16 invention as determined by the appended claims when interpreted in accordance with the
17 benefit to which they are fairly, legally, and equitably entitled.

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